

2002 – 2003
Seminole County CVB

**Sales &
Marketing
Resource Guide**



PARTNER ASSOCIATIONS



**Central Florida
Regional Heritage
Committee**



**RELIGIOUS
CONFERENCE
MANAGEMENT
ASSOCIATION**

August 2002

Dear Seminole County Tourism Industry:

The Seminole County CVB would like to welcome you into a brand new fiscal year and marketing cycle. Our team has worked diligently to construct a comprehensive marketing resource kit to help you increase exposure and revenue.

Included in this kit you will find a page by page listing of CVB sponsored programs and services as well as a host of cooperative opportunities. Important information regarding the Tourist Development Council and CVB research are also provided. It is the hope of our marketing team that you will use this guide as a working document that can be referenced and updated throughout the year.

As you review the kit you will see some new ideas as well as re-worked programs that will be more efficient and have greater reach. As always, we welcome your suggestions and appreciate your participation.

Sincerely,

Jack Wert

*Jack W. Wert
Executive Director
Seminole County CVB*



The Sales and Marketing Team

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